

## ABSTRACT OF THE DISCLOSURE

Each user terminal apparatus is connected with a service business enterprise system by a connection business enterprise system in a state that a live image can mutually be transmitted through the service business enterprise system. An user beforehand sets its live image to be  
5 appropriately utilized as an advertisement medium, and chooses selling goods to be advertised. A live image transmitted from the user terminal apparatus of the user who performed the aforesaid setting receives a superposed image, for example, by the superposing the T shirt of the  
10 user or the like with the image signal of the selling goods as the advertisement object in the service business enterprise system, and then the processed live image signal is transmitted to the user terminal apparatus of a communication companion. When the communication companion clicks this image signal, the user terminal apparatus of the  
15 communication companion is further connected with the sponsor system of the selling goods, and can receive a further explanation of the selling goods and can perform the transactions of the selling goods.